

Rep Order# 7893113 Ver# 5 Status Revised  
EC'd Yes

Traffic Order# 936814

Printed: 08/02/2012 12:25 PM  
Last Received: 08/02/2012 12:19 PM  
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station KMBC-TV KANSAS CITY  
Advertiser ( ) NOW OR NEVER  
Product NOW OR NEVER PAC  
Estimate#  
Buyer LYNN MARTIN  
Phone#  
Fax#

Agency ( ) MEDIA PLACEMENT TECHNOLOGIES  
500 N WASHINGTON ST, SUITE 303  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E  
Flight Dates 07/27/2012 - 08/01/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) MEREDITH RADOW  
Salesperson Phone# 212-408-3622  
Salesperson FAX# 212-445-0968

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

8/2  
REVISION  
PLS SEE LN4 FOR 1X NA, CREDITED DT FLIGHT OVER  
NEW TTL IS 27700  
PLS CONFIRM, T/R ANDY FOR MEREDITH

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*4	M-W	7A-9A	GMA	:30	\$650.00	07/30-08/01	2	1	2	\$1,300.00	
		Sales Remark: V5 1X NA, CREDITED DT FLIGHT OVER										
		V5 Comment Changed, Spots/week Changed										

---REPORT TOTALS---

Report Totals: 2 / \$1,300.00

---SALES MONTHLY TOTALS---

Jul 12: 16 / \$9,850.00 Aug 12: 21 / \$17,850.00  
Sales Totals: 37 / \$27,700.00  
Station Totals: 37 / \$27,700.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$162,941	CABL 0%	CBLA 0%	INTA 0%	KCTV 16%	KCWE 0%
		KMBC 17%	KMCI 0%	KPXE 0%	KSHB 44%	KSMO 0%
		UNKN 0%	WDAF 23%			

Rep Order# 7893113 Ver# 5 Status Revised  
EC'd Yes

Traffic Order# 936814

Printed: 08/02/2012 12:25 PM  
Last Received: 08/02/2012 12:19 PM  
Showing Buylines: All Rep & Sta Revised Lines

2 of 2

Station KMBC-TV KANSAS CITY  
Advertiser ( ) NOW OR NEVER  
Product NOW OR NEVER PAC  
Estimate#  
Buyer LYNN MARTIN  
Phone#  
Fax#

Agency ( ) MEDIA PLACEMENT TECHNOLOGIES  
500 N WASHINGTON ST, SUITE 303  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E  
Flight Dates 07/27/2012 - 08/01/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) MEREDITH RADOW

Salesperson Phone# 212-408-3622  
Salesperson FAX# 212-445-0968

Books null  
Demos RA35+